

## Commercializing a Platform Technology

### 1. Establish the team's personal goals

- Resolution of team objectives

### 2. Characterize all identified business opportunities

- SWOT
- Size(s) of available market(s)
- Ease of market access

### 3. Assess technology fit and maturity

- Relevance and strength of IP
- Need for additional technology development

### 4. Choose a business opportunity

- Full characterization
- Capital solicitation as needed
- Research prospective collaborators & customers

### 5. Determine the preferred market-access mechanism

- Direct marketing & sales
- Marketing and/or distribution collaboration
- Divestiture
- Technology license
- Status quo

### 6. Execute

- Required agreements
- Additional positioning & technology/product development as needed
- Manufacturing as needed
- Continuing collaborative support